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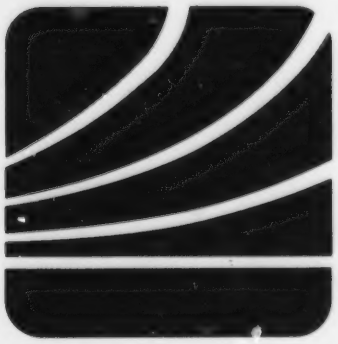


ALBERTA TOURISM EDUCATION COUNCIL

ANNUAL REPORT 1990

ALBERTA
TOURISM
EDUCATION
COUNCIL

1700 Standard Life Centre
10405 Jasper Avenue
Edmonton, Alberta
T5J 3N4
(403) 422-0781
FAX (403) 422-3430

The council works in cooperation with:

Alberta Chamber of Commerce

Alberta Culinary Arts Foundation

Alberta Hotel Association

Alberta Restaurant and Foodservices Association

Motel Association of Alberta

Tourism Industry Association of Alberta

Alberta Tourism

Alberta Career Development and Employment

Alberta Advanced Education

Council of Presidents (Colleges and Technical Institutes)

Alberta Vocational Centres

Universities Coordinating Council

Hon. Don Sparrow
Minister of Tourism
424 Legislature Building
Edmonton, Alberta
T5K 2B6

Dear Mr. Sparrow:

I am pleased to submit the annual report on the activities of the Alberta Tourism Education Council (ATEC) from April 1, 1989 to March 31, 1990, as required under section 7.1 of the Tourism Education Council Act of May 27, 1988.

Sincerely,

Brian Evans
Q.C., MLA Banff Cochrane
Chairman, Alberta Tourism Education Council

Alberta
MINISTER OF TOURISM

Office of the Minister

424 Legislature Building, Edmonton, Alberta, Canada T5K 2B6 403/427-3162

Hon. David J. Carter
Speaker of the Legislative Assembly of Alberta
325 Legislature Building
Edmonton, Alberta
T5K 2B6

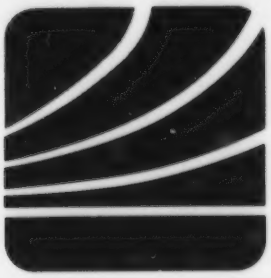
Dear Dr. Carter:

I am pleased to submit the annual report on the activities of the Alberta Tourism Education Council (ATEC) for the period ending March 31, 1990 as required under section 7.1 of the Tourism Education Council Act.

Sincerely yours,

D. N. Sparrow

Don Sparrow
Minister of Tourism



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CHAIRMAN'S MESSAGE

I am pleased to have this opportunity to review the activities of the Alberta Tourism Education Council (ATEC) during 1989-1990.

As we usher in the new decade, we look to the future with great optimism. Alberta's tourism/hospitality industry continues to grow and establish its position as a key sector of the provincial economy.

Along with growth come opportunities and challenges. An ongoing challenge facing the industry will be to continue our efforts to build a stable and productive labor force.

Through the initiatives of the Council, our partners in government, industry and education have placed considerable emphasis on meeting these human resource challenges. Because of this high level of co-operation, considerable progress is being made in several key areas.

Industry-validated competency-based standards have been developed for a priorized series of industry occupations beginning with food and beverage server. We look forward to introducing certification for food and beverage servers in June, 1990. We anticipate launching certification for a new occupation every three months.

To date, the Program Review Committee has reviewed more than 100 proposals for tourism education and training. Working with officials of the Canada/Alberta Tourism Agreement, the committee finalized the allocation of $3 million to support the development of a broad range of initiatives.

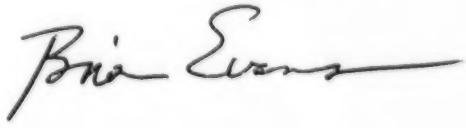
Guided by our industry committee representatives, we continued to expand the inventory of training materials available through the Hospitality Resource Centre to support the efforts of tourism operators across the Province.

In another unique initiative, the Council, in co-operation with the Tourism Industry Association of Alberta, will seek to provide high school students with information on the exciting career opportunities in the tourism/hospitality industry.

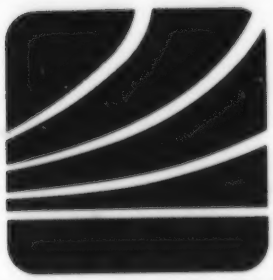
On behalf of the Council, I would like to thank the Honourable Don Sparrow for his ongoing enthusiasm and support for the activities we have undertaken.

I would also like to thank my predecessor, Stockwell Day, MLA, Red Deer North, for his advice and encouragement.

In every phase of our work the concerted efforts of government, industry and education have enabled the Council to identify and respond to the needs of the industry in an effective and efficient manner. I look forward to continuing the efforts of the Council to effectively meet the education and training needs of the tourism/hospitality industry of Alberta.



Brian Evans
Chairman
Alberta Tourism Education Council
MLA, Banff Cochrane



INTRODUCTION

The Alberta Tourism Education Council was established in April, 1987, with the assistance of Alberta Tourism, the tourism/hospitality industry and the post-secondary education community.

The role of the Council is to stimulate and coordinate the resources of government, industry and education to respond to the education and training needs of Alberta's tourism/hospitality industry in a coordinated and comprehensive manner.

Funding to assist with operations, administration and program costs is provided through Alberta Tourism. This funding is made available on the understanding that, over a period of years, the private sector would assume primary responsibility for the financial operations of ATEC.

Toward this end, a key component of the Council's enabling legislation, Bill 7 – The Tourism Education Council Act, 1988, was the establishment of the Tourism Education Fund. This fund provides the mechanism through which the Council may solicit and receive donations. Establishing such a fund is an important element in the efforts of ATEC to establish a permanent long-term financial strategy.

In its ongoing efforts to address the education and training needs of Alberta, the Council has established the following three priority areas:

1. Standards and Certification

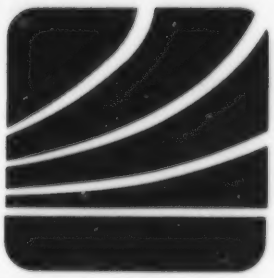
- to priorize those occupations for which competency based standards are to be developed and to work with industry to develop and validate those standards
- to design and test a process of certification for these occupations and to implement certification in a cost-effective manner
- to communicate and co-operate with appropriate agencies in other provinces, territories and countries

2. Program Development, Revision and Enhancement

- to coordinate and stimulate development of new industry-relevant education and training programs for Alberta's tourism/hospitality industry at the kindergarten through grade 12 and post-secondary levels
- to coordinate and stimulate revision of existing programs
- to encourage and facilitate cooperation and communication between training agents in both the public and private sectors

3. Professionalism and Industry Image

- to promote a positive and professional image of Alberta's tourism/hospitality industry through the development of career awareness programs and other information resources focusing on the wide range of tourism-related career opportunities



COUNCIL ACTIVITIES AND ACCOMPLISHMENTS

The Alberta Tourism Education Council has concentrated its efforts in these three major areas identified as the directives for the '90s. Within each area, the Council has priorized several related initiatives.

Standards and Certification

The development of Standards and Certification is an initiative on which the Council has focused much of its efforts. A world-wide industry first, standards are designed by three to four person teams drawing upon the experience of over 50 industry professionals and educators within each occupation. The industry members aid in identifying, priorizing and developing the skills, attitudes and knowledge an individual must demonstrate in order to be deemed competent in their respective occupations.

Food and beverage server standards were released in June, 1988. Standards have been completed for the occupations of wine steward, bartender, host/hostess, maitre d', sales representative, and marketing manager.

Drawing on the standards that have been set, the Council has begun work on the development and delivery of a province-wide certification process. Individuals who are able to demonstrate their competence by passing a written examination and performing to standards will receive certification from the Council. Pilot testing of the written and performance-based test items for the food and beverage server examination has been completed. Over 600 servers participated in the testing, which was conducted at locations across Alberta.

The certification process for Food and Beverage Servers is scheduled to be unveiled June 1, 1990. It is estimated that a new occupation will be open for certification every three months.

Through the Tourism Industry Standards and Certification Committee, chaired by Tourism Canada, Alberta is working with other provinces and territories, as well as national industry associations, to develop and implement standards and certification across the country.

Program Development, Revision and Enhancement

In addition to developing certification standards, the Alberta Tourism Education Council has encouraged and guided the preparation of proposals for tourism and hospitality education and training, with a view to ensuring the development of programs that best suit the practical needs of the industry.

Through Program Four-Training and Professional Development of the Canada/Alberta Tourism Agreement (C/ATA), $3 million was made available to assist with the design and development of tourism education and training initiatives. The deadline for applications was December 31, 1989. The Council worked closely with C/ATA to evaluate all proposals and determine which most clearly matched the priority training needs of the tourism/hospitality industry. A total of 58 submissions for funding consideration were received from a

broad range of training sources, including universities, colleges, Alberta Vocational Centres and private training schools.

The Alberta Tourism Education Council made its final list of recommendations to the C/ATA management and the total $3 million has now been approved and allocated.

Tourism Curriculum Project
The Council is working with Alberta Tourism and Alberta Education to identify the role tourism education could have within our secondary schools. The goal of the project is to complete the pre-development phase in curriculum development for tourism studies.

The project focuses on the pre-development phase in curriculum development. Pre-development is the first phase in the curriculum development plan for Tourism Studies. It includes undertaking research, establishing networks, identifying potential content and curriculum structures, and assessing input.

The general objectives of the plan include:

- improving student and parent recognition of tourism as a viable career option;
- recognizing the role tourism plays in the economic growth of Alberta and Canada;
- developing basic, transferable and specialized concepts, skills, and attitudes necessary to success in a career in tourism and hospitality.

This tourism curriculum project resulted in the production of the document, *Meeting the Needs: Tourism in Secondary Schools*, released in March 1990. A pre-development curriculum research report, the document provides a comprehensive overview of the current curriculum and offers a number of alternatives for delivering a tourism and hospitality program.

Resource Directory
In February, 1989, the Council compiled a resource directory listing the tourism and hospitality training and education programs currently offered in Alberta. The directory, updated on a regular basis, provides information on course descriptions, eligibility and entrance requirements, fees and the locations at which various courses are offered. It is available at no charge to any individual or group in Alberta inquiring about tourism and hospitality training and education in the province.

Hospitality Resource Centre
The Council is also involved in the education and training of industry professionals through the operation of the Hospitality Resource Centre (HRC). Development of the HRC was a joint effort between Alberta Tourism and the tourism/hospitality industry. Formerly operated by Alberta Tourism, responsibility for the HRC was transferred to the Alberta Tourism Education Council in January, 1988.

The Hospitality Resource Centre is an extensive library of audiovisual materials available to assist industry operators with in-house training programs. Materials include training packages, career profiles and over 130 videocassette titles (some available in 16 mm format), complete with leader guides, study guides and lesson plans.

The materials available through the HRC are reviewed and chosen by a 12-member industry-based Selection Committee.

Professionalism and Industry Image

Career Awareness
In co-operation with the Tourism Industry Association of Alberta, the Alberta Tourism Education Council is developing a province-wide program of career awareness. The primary objective of this program will be to provide students at the secondary school level with information on the range of employment and career development opportunities offered in the tourism/hospitality industry.

To this goal, input is being sought from a wide range of sources, including industry, students, counsellors, Alberta Tourism, Alberta Career and Development, and Alberta Education. Based on this input, the Council will proceed with the vital research and development of the materials for the career awareness program.

The materials will include a 10 to 15 minute video presentation, a speaker's kit, an information brochure and an extensive resource information kit to be placed with the school's career counsellor. The proposed delivery model will involve community and industry based speakers conducting presentations in high schools across Alberta.

Alberta Best
In another key initiative, the Council, in conjunction with Alberta Tourism, is developing a new province-wide program to increase public awareness of the key role tourism plays in the Alberta economy and the importance of providing quality tourism services to every visitor. Named Alberta Best, the program has been previewed at many conferences and will be officially launched in the fall of 1990.

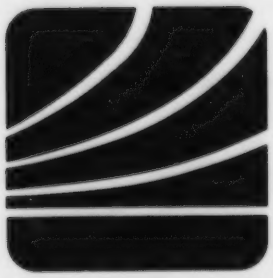
Alberta Best has two components: training and public awareness. The training component is designed to provide training in service excellence and hospitality for staff and owner/managers in the tourism industry. The awareness component is intended to help the Alberta public at large to understand the important benefits of providing visitors with hospitality and service excellence.

The role of the Council is to chair the Industry Advisory Committee for the program. Through this committee, the Council is able to coordinate the input of the tourism/hospitality industry in all aspects of the program.

Industry Liaison
To facilitate ongoing communication between the Alberta Tourism Education Council and the tourism/hospitality industry, the Council began publishing a newsletter in March, 1989. It is distributed to over 1000 Alberta tourism industry owners and operators, as well as educators and people in the tourism/hospitality industry across Canada. The newsletter provides readers with updates of ATEC programs and projects and highlights Alberta's tourism/hospitality industry successes in the field of education, training and certification.

In addition to the Newsletter, the Council produces a brochure which describes the mandate, initiatives and activities of the Council. Updated regularly, the brochure helps to foster communication between the Council and the tourism community.

Representatives of the Alberta Tourism Education Council also attend various educational, industry and government seminars, meetings and conferences and conduct presentations on Council's activities. Council has presented at events across the province, as well as at national and international meetings.



APPENDIX

MEMBERS AND STAFF

A) Industry Representatives

Malcolm Anderson
General Manager
Chateau Jasper
Representing:
Tourism/Hospitality Industry

Bev Berenson
General Manager
Calaway Park, Calgary
Representing:
Tourism/Hospitality Industry

Leo Blindenbach
General Manager
Edmonton Country Club
Representing:
Tourism Industry Association of Alberta

Bill Fowler
General Manager
Edson Motor Hotel
Representing:
Alberta Chamber of Commerce

Tom Gallagher
President
Mylinott Foodservices Mgmt.
Representing:
Alberta Restaurant and Foodservices Association

Don Gray
Vice President
Tourism Industry Association of Alberta
Representing:
Tourism Industry Association of Alberta

Reuben Hamm
Executive Director
Alberta Chamber of Commerce
Representing:
Alberta Chamber of Commerce (April 1987 - May 1989)

Elizabeth Kuhnel
Your Choice Restaurant Group, Edmonton
Representing:
Alberta Restaurant and Foodservices Association (April 1987 - April 1989)

Leslie Muza
Owner/Operator
Aspen/Windflower Motels
Kilmorey Lodge
Waterton Lakes National Park
Representing:
Motel Association of Alberta

Maurice O'Flynn
Executive Director
Alberta Culinary Arts Foundation
Representing:
Alberta Culinary Arts Foundation

B) Education Representatives

Dr. Glen Ingalls
Vice-President
Alberta Vocational Centre, Calgary
Representing:
Alberta Vocational Centres

Gerry Kelly
Vice President
Grant MacEwan Community College, Edmonton
Representing:
Council of Presidents - Colleges and Technical Institutes

Brent Ritchie
Associate Dean
Faculty of Management
University of Calgary
Representing:
Universities Co-Ordinating Council

C) Government Representatives

Bernard Campbell
Deputy Minister
Alberta Tourism, Edmonton
Representing:
Alberta Tourism

Earl Mansfield
Assistant Deputy Minister
Training and Employment Services
Career Development and Employment, Edmonton
Representing:
Alberta Career Development and Employment

Bill Workman
Assistant Deputy Minister
Alberta Advanced Education, Edmonton
Representing:
Alberta Advanced Education

D) Council Staff

Susan R. Dowler
Executive Director

Rick Baker
Programs Manager

Graham McRae
Acting Manager,
Standards and Certification

Sharon Dawson
Office Manager

Darlene Watson
Secretary

Christine Bulda
Career Development Assistant

Some Council activities are conducted by consultants on a project basis and by support staff on wages.

TOURISM EDUCATION FUND

FINANCIAL STATEMENTS

March 31, 1990

ALBERTA LEGISLATURE

OFFICE OF THE AUDITOR GENERAL

Auditor's Report

To the Minister of Tourism

I have examined the balance sheet of the Tourism Education fund as at March 31, 1990 and the statement of revenue, expenditure and operating surplus for the year then ended. My examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as I considered necessary in the circumstances.

In my opinion, these financial statements present fairly the financial position of the Fund as at March 31, 1990 and the results of its operations and the changes in its financial position for the year then ended in accordance with the disclosed basis of accounting, as described in Note 2 to the financial statements, applied on a basis consistent with that of the preceding period.

Donald D. Salmon

FCA
Auditor General

Edmonton, Alberta
June 29, 1990

Tourism Education Fund
Balance Sheet
as at March 31, 1990

Assets

	1990	1989
Current:		
Cash (Note 3)	$ 47,038	$ 35,902
Interest receivable	1,371	642
Accounts receivable	85,000	--
	133,409	$ 36,544
Fixed:		
Audio visual tapes	49,157	46,003
Less: Accumulated depreciation	18,517	5,245
	30,640	40,758
	$ 164,049	$ 77,302

Liabilities and Equity

Current:		
Accounts payable	$ —	$ 19,779
Due to the Province of Alberta	—	221
	—	20,000
Equity:		
Equity in fixed assets (Note 4)	30,640	40,758
Operating surplus	133,409	16,544
	164,049	57,302
	$ 164,049	$ 77,302

The accompanying notes are part of these financial statements.

Tourism Education Fund
Statement of Revenue, Expenditure and Operating Surplus

for the year ended March 31, 1990

Revenue

	1990	1989 (Note 7)
Fees for standards development	$ 85,000	$ —
Contributions from industry (Note 5)	23,553	35,700
Membership fees	7,425	1,790
Interest	4,247	708
Grant from the Province of Alberta, Department of Tourism	—	19,779
Registration fees	—	4,150
Miscellaneous	690	420
	120,915	62,547
Expenditure		
Acquisitions of fixed assets	3,154	46,003
Purchase of tapes	488	—
Supplies	408	—
	4,050	46,003
Excess of revenue over expenditure for the year	116,865	16,544
Operating surplus at beginning of year	16,544	—
Operating surplus at end of year	$ 133,409	$ 16,544

Tourism Education Fund
Notes to the Financial Statements
March 31, 1990

Note 1 Authority

The Tourism Education Fund operates under the authority of section 5 of the Tourism Education Council Act, Chapter T-6.3, Statutes of Alberta 1988. Sections 5(1) (b) and (c) give the Tourism Education Council authority to charge for certain services and to receive donations. The act requires that these be deposited into the Tourism Education Fund. The Minister of Tourism may pay money from the Fund to defray the costs of the Council under section 5(4).

As at March 31, 1990, Section 5(1) (a) of the Act required money voted by the Legislature for the purpose of the Council to be deposited into the Fund. On July 5, 1990, this section was amended to require money voted by the Legislature for the purpose of the Fund to be deposited into the Fund. For 1989-90, the Legislature voted $300,000 for Tourism Education Council operations, and a further $1,173,370 for other Council related expenditures. Expenditures from these votes are not reflected in these financial statements but are recorded as Department of Tourism expenditures in the Province's General Revenue Fund.

Note 2 Significant Accounting Policies and Reporting Practices

General
These financial statements have been prepared in accordance with generally accepted accounting principles except that fixed assets are charged to operations in the year of acquisition. Notwithstanding this policy, however, the balance sheet also shows, for information purposes, the cumulative cost of fixed assets owned with a corresponding credit shown as equity in fixed assets, net of accumulated depreciation.

Fixed Assets
Fixed assets purchased are recorded at cost. Fixed assets contributed are recorded at the contributors' net book value at the dates of contribution. Fixed assets contributed are reflected in the statement of revenue, expenditure and operating surplus as contributions from industry and as acquisitions of fixed assets.

Audio visual tapes have an estimated useful life of eight years. Depreciation is calculated at 35% during the first year and on a straight-line basis over the next seven years. Depreciation is charged to equity in fixed assets.

Changes in Financial Position
A statement of changes in financial position is not provided as disclosure in these financial statements is considered to be adequate.

Note 3 Cash

Cash consists of deposits in the Consolidated Cash Investment Trust Fund of the Province of Alberta. Interest is earned on the daily cash balance in the Fund at the average rate of interest earnings of the Fund.

Note 4 Equity in Fixed Assets

	1990	1989
Balance at beginning of year	$ 40,758	$ —
Add: Acquisition of fixed assets:		
Purchased	3,154	19,779
Contributed by industry	—	26,224
	43,912	46,003
Less: Depreciation for the year	13,272	5,245
	$ 30,640	$ 40,758

Note 5 Contributions from Industry

Contributions from the tourism and hospitality industry represent donations to support the activities of the Alberta Tourism Education Council.

Note 6 Administration Costs

Salaries, accommodation, office furnishings, and other administrative costs incurred in the administration of the Alberta Tourism Education Council have been borne by the General Revenue Fund and are not reflected in these financial statements.

Note 7 Comparative Figures

Comparative figures for 1989 reflect transactions of the Fund for the period from May 27, 1988 to March 31, 1989.

Note 8 Approval of Financial Statements

These financial statements were approved by management.